DOCUMENT RESUME

ED 124 211 IR 003 605

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TITLE The Current Status of Federal Audiovisual Policy and How These Policies Affect the National Audiovisual Center.
INSTITUTION National Archives and Records Service (GSA), Washington, D.C. National Audiovisual Center.
PUB DATE Apr 76
NOTE 18p.; Paper presented at the Association for Educational Communications and Technology Annual Conference (Anaheim, California, March 28-April 2, 1976)

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS Audiovisual Aids; *Audiovisual Centers; *Federal Programs; Policy; *Program Descriptions
IDENTIFIERS AECT 76; *National Audiovisual Center

ABSTRACT

The National Audiovisual Center was established in 1968 to provide a single organizational unit that serves as a central information point on completed audiovisual materials and a central sales point for the distribution of media that were produced by or for federal agencies. This speech describes the services the center can provide users of audiovisual materials, whether government or the public, and the services the center can provide a producer of audiovisual materials within the federal government. The user information services are detailed in three separate categories: 1) a data bank of 10,800 federal audiovisual services; 2) the reference function; and 3) the publications function. (HAB)

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The Current Status of Federal Audiovisual Policy and How These Policies Affect the National Audiovisual Center.

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Washington, D.C.

U S DEPARTMENT OF HEALTH
EDUCATION & WELFARE
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GOOD AFTERNOON, LADIES AND GENTLEMEN, I AM KEVIN FLOOD, ASSISTANT DIRECTOR OF THE NATIONAL AUDIOVISUAL CENTER. I AM HERE THIS AFTERNOON TO DISCUSS THE SERVICES OF THE CENTER AND HOW THE CENTER CAN ASSIST YOU IN YOUR AUDIOVISUAL PRODUCTION AND DISTRIBUTION ACTIVITIES IF YOU ARE IN THE GOVERNMENT, AND HOW YOU CAN MAKE USE OF US AS AN AUDIOVISUAL MATERIALS SOURCE WHETHER YOU ARE IN THE GOVERNMENT OR IN THE PUBLIC SECTOR, AND ALSO TO GIVE YOU AN OVERVIEW, A BRIEF OVERVIEW, OF THE CURRENT STATUS OF THE AUDIOVISUAL POLICIES OF THE FEDERAL GOVERNMENT. LET ME SAY AT THE ONSET THAT MY COMMENTS ON FEDERAL AUDIOVISUAL POLICY ARE NOT TO BE TAKEN AS OFFICIAL DECLARATIONS OF POLICY, ONLY AS PERSONAL OPINION.

THE FEDERAL GOVERNMENT IS AT THE POINT OF MAKING FIRST DRAFTS SO THE BEST I CAN DO IS TO GIVE YOU A FLAVOR OF THE DIRECTION THEY SEEM TO BE HEADED IN.

LET ME GIVE A BRIEF BACKGROUND OF THE CENTER SO YOU MAY HAVE AN APPROPRIATE PERSPECTIVE OF OUR PLACE IN THE FEDERAL HIERARCHY, AND THEN I'LL GET INTO OUR SPECIFIC SERVICES. AS RECENTLY AS 1968 THE FEDERAL GOVERNMENT DID NOT HAVE A CENTRAL INFORMATION SOURCE TO ANSWER REQUESTS ABOUT AUDIOVISUAL MATERIALS THAT WERE PRODUCED BY FEDERAL AGENCIES, NOR WAS THERE A SOURCE FOR THE GENERAL PUBLIC TO PURCHASE THE MATERIALS THEMSELVES. TO OBTAIN AUDIOVISUAL MATERIAL OR INFORMATION, THE USER HAD NO CHOICE BUT TO GO FROM AGENCY TO AGENCY, AND FROM DEPARTMENT TO DEPARTMENT, TO OBTAIN MATERIAL OR INFORMATION. THIS IS OBVIOUSLY NOT YOUR MOST EFFICIENT SEARCH AND THE TAXPAYERS WHO HAVE PAID FOR THE PRODUCT THROUGH THEIR TAX DOLLARS WERE BEING DEPRIVED OF THE RIGHT TO UTILIZE THE MATERIAL. THIS PROBLEM WAS RECOGNIZED AND A STUDY WAS INITIATED, AND RECOMMENDATIONS

WERE MADE, TO ESTABLISH A SINGLE ORGANIZATIONAL UNIT THAT WOULD SERVE AS

1. A CENTRAL INFORMATION POINT ON COMPLETED AUDIOVISUAL MATERIALS, AND
2. A CENTRAL SALES POINT FOR THE DISTRIBUTION OF MEDIA, THAT WERE PRODUCED BY OR FOR FEDERAL AGENCIES.

THE KEY WORD HERE IS CENTRAL WHICH CAPTURES THE CRUX OF OUR FUNCTION AND THE SERVICES WE PERFORM IN THE FEDERAL AUDIOVISUAL COMMUNITY. WITH THE ESTABLISHMENT OF THE CENTER IN 1969, THERE WAS NOW A CENTRAL SOURCE FOR INFORMATION ON FEDERALLY PRODUCED AUDIOVISUAL MATERIAL. IT WAS NO LONGER NECESSARY FOR THE USER TO PARTICIPATE IN EXTENSIVE HUNTING AND SEARCHING TO FIND MATERIALS THAT MAY OR MAY NOT BE AVAILABLE FROM THE GOVERNMENT, BUT WHICH RIGHTLY SO, SHOULD BE MADE AVAILABLE TO THE TAXPAYER. IT'S SIMILAR IN NATURE, IF YOU'LL ALLOW THE ANALOGY, TO THE RESPONSIBILITY OF THE SUPERINTENDENT OF DOCUMENTS, FOR THE SALE OF GOVERNMENT PRINTED PUBLICATIONS.

IN MY DISCUSSION OF THE SPECIFIC SERVICES OF THE CENTER, I WILL BREAK IT DOWN INTO TWO APPROACHES; FIRST I'D LIKE TO DISCUSS THE SERVICES THE CENTER CAN PROVIDE YOU AS A USER OF AUDIOVISUAL MATERIALS WHETHER YOU'RE GOVERNMENT OR THE PUBLIC SECTOR. AND SECONDLY I'D LIKE TO DISCUSS THE SERVICES THE CENTER CAN PROVIDE TO YOU AS A PRODUCER OF AUDIOVISUAL MATERIALS WITHIN FEDERAL GOVERNMENT.

MATERIALS WE HAVE, CAN BE AND ARE, USED FOR TRAINING INSTRUCTION, GENERAL INFORMATION AND FOR ENTERTAINMENT. THERE ARE GENERALLY NO USER RESTRICTIONS ON THE PURCHASER OR RENTERS OF THE MATERIALS WE HAVE. THE LEVELS WE HAVE RANGE FROM MATERIALS APPROPRIATE TO HIGHLY SPECIALIZED PROFESSIONAL AUDIENCES AS WELL AS TO HOME VIEWERS OF ENTERTAINMENT FILMS

OR HISTORY BUFFS. OUR COLLECTION COVERS A DIVERSE RANGE OF SUBJECT MATTER; AT PRESENT THE COLLECTION TOTALS 8,000 AUDIOVISUAL ITEMS FOR SALE AND RENT, AND THESE COVER THE FULL SPECTRUM OF AUDIOVISUAL FORMATS THAT ARE TO BE FOUND IN THE AV UNIVERSE. THE SUBJECT RANGE IS EXTENSIVE AND UNIQUE, AS I SAY - EXTENSIVE IN THAT IT COVERS MOST IMAGINABLE TOPICS, AND UNIQUE IN THAT IT COVERS OBSCURE AREAS. SINCE THE GOVERNMENT IS NOT IN THE BUSINESS TO MAKE A PROFIT, WE FREQUENTLY CAN SUPPLY MATERIALS THAT RELATE TO SUBJECT AREAS THAT ARE NOT NORMALLY FOUND IN THE COMMERCIAL SECTOR, SUCH AREAS AS THE RELATED RESEARCH TO THE NASA PROGRAM, MUCH OF THE TECHNICAL DATA GENERATED FROM THAT PROGRAM WAS MADE AVAILABLE TO THE CENTER FOR SCIENTIFIC AUDIENCES.

SINCE SOME FEDERAL AGENCIES ARE MORE AUDIOVISUALLY PRODUCTIVE THAN OTHERS, OUR COLLECTION DOES HAVE SOME DEFINITE CONTENT STRENGTHS. WE HAVE EXTENSIVE MATERIALS ON THE ALLIED HEALTH SCIENCES, ON BASIC SKILLS TRAINING, ON EDUCATION, AND THE PHYSICAL SCIENCES. WE HAVE A TREMENDOUS VOLUME OF MATERIALS THAT GOES INTO THE PUBLIC EDUCATION SECTOR AND WE ARE PLANNING ON ESTABLISHING VALIDATION PROGRAMS WHERE POSSIBLE.

OUR COLLECTION IS NOT STATIC;PROBABLY ONE OF THE MOST OUTSTANDING CHARACTERISTICS OF THE CENTER'S HOLDINGS, IS ITS GROWTH FACTOR. WE CURRENTLY RECEIVE, AT THE RATE OF APPROXIMATELY 800 NEW TITLES EACH YEAR AND THIS WILL ACTUALLY INCREASE WITH THE NEW FEDERAL REQUIREMENTS ON AUDIOVISUAL REPORTING, WHICH I WILL DISCUSS WITH YOU LATER. COUPLED WITH OUR OWN EXPANDED SEARCH ACTIVITIES, THE NUMBER OF NEW TITLES IS EXPECTED TO INCREASE SIGNIFICANTLY IN THE NEAR FUTURE. OUR USER INFORMATION SERVICES, CAN BE BROKEN DOWN TO THREE SEPARATE CATEGORIES:

1. OUR DATA FILE OF 10,800 FEDERAL AUDIOVISUAL MATERIALS,
2. THE REFERENCE FUNCTION, AND,
3. OUR PUBLICATIONS FUNCTION.

THE CENTER HAS BEEN CHARGED WITH THE RESPONSIBILITY OF DEVELOPING AND MAINTAINING AN INFORMATION BASE ON ALL FEDERALLY PRODUCED AUDIOVISUAL MATERIALS, AND CURRENTLY THIS BASE CONSISTS OF THE 10,800 TITLES I MENTIONED, OF WHICH 8,000 ARE AVAILABLE FOR SALE AND RENT. OUR REFERENCE STAFF SERVES NOT ONLY FEDERAL AGENCIES BUT ALSO THE GENERAL PUBLIC AND WE CAN RESPOND IN VIRTUALLY ANY MANNER REQUIRED. MAIL RESPONSES, TELEPHONE RESPONSES, WALK-IN REQUESTS FOR THOSE OF YOU WHO ARE IN THE WASHINGTON AREA. THESE RESPONSES RANGE FROM RELATIVELY SIMPLE SEARCHES OR THEY MAY INVOLVE THE COMPILATION OF AN EXTENSIVE FILMOGRAPHY ON A GIVEN SUBJECT OR SUBJECT AREAS.

IN THE FUTURE WE HOPE TO BE ABLE TO DEVELOP APPROPRIATE NETWORKING TECHNIQUES SO THAT WE MIGHT HAVE COMPUTER DIALOGUE AND BE ABLE TO SHARE WITH THE PUBLIC AND EDUCATIONAL MARKET, OUR HOLDINGS, WITH THE OBJECTIVE OF MAKING THEM MORE ACCESSIBLE. AT PRESENT, WE ARE SERIOUSLY LOOKING AT MICROFILM REPRODUCTION AND HARD COPY RETRIEVAL, AND OUR LONG TERM SYSTEMS DESIGN INCLUDES ON-LINE SEARCHING. THE CENTER IS FACED WITH PLAYING CATCH UP IN AN EFFORT TO HAVE OUR TECHNOLOGY KEEP PACE WITH THE DEMAND FOR THE INFORMATION ON OUR HOLDINGS.

THE CENTER ALSO ISSUES A NUMBER OF PUBLICATIONS WHICH SERVE TO MEET A VARIETY OF INFORMATION REQUIREMENTS. FOREMOST AMONG THESE PUBLICATIONS IS "A CATALOG OF UNITED STATED GOVERNMENT PRODUCED AUDIOVISUAL MATERIALS".

THIS IS OUR CURRENT CATALOG AND IT LISTS 3500 OF THE TITLES WHICH WE CURRENTLY HANDLE AT THE CENTER FOR SALE AND RENT. HOPEFULLY WITHIN THE NEXT 60 DAYS, WE WILL BEGIN TO PUBLISH A SERIES OF MINI-CATALOGS, EXTRACTING FROM OUR COLLECTION OF 2500 PREVIOUSLY UNPUBLISHED TITLES. WE WILL BE MAILING THESE MINI-CATALOGS TO SCHOOL SYSTEMS AND TO BUSINESSES. IF YOU ARE INTERESTED, YOU MIGHT WANT TO STOP BY BOOTHS 221 and 223 AND WE WILL BE GLAD TO SUPPLY YOU WITH APPROPRIATE FORMS SO THAT YOU MAY RECEIVE INFORMATION. WE WOULD ALSO BE GLAD TO DISCUSS WITH YOU HOW YOUR PRODUCTS, IF THEY ARE FEDERALLY PRODUCED OR FUNDED, MAY BE INCLUDED IN OUR DATA FILE AND BE DISTRIBUTED. SOME OF OUR OTHER PUBLICATIONS INCLUDE BROCHURES THAT WE SEND OUT ON SINGLE OR MULTIPLE TITLES. THESE MAY BE DIRECTLY PRODUCED BY A SPONSORING FEDERAL AGENCY, WHO MAY WISH TO DEVELOP A WIDE PUBLIC DISTRIBUTION PROGRAM, OR A BROCHURE MAY BE DISTRIBUTED UNDER THE SPONSORSHIP OR THE CENTER, WHEN WE HAVE DETERMINED THAT A PARTICULAR TITLE OR TITLES, HAS A LARGER AUDIENCE THAT HAS NOT YET BEEN EXPOSED TO THE INFORMATION.

ANOTHER PUBLICATION WHICH IS PRODUCED PRIMARILY AS A SERVICE TO FEDERAL AGENCIES IS THE DIRECTORY OF U.S. GOVERNMENT AUDIOVISUAL PERSONNEL. THIS DIRECTORY LISTS KEY FEDERAL PERSONNEL, INVOLVED IN RADIO, TELEVISION, MOTION PICTURES, STILL PHOTOGRAPHY, AND EXHIBITS. IT'S AVAILABLE FOR SALE FROM THE CENTER AND IT'S THE ONLY PUBLISHED PRODUCT THAT WE SELL; BUT SINCE WE'RE SELF-SUSTAINING, WE DO NEED TO COVER COST AND THIS IS ONE OF THE AREAS THAT WE MUST CHARGE. I SHOULD POINT OUT THAT WE DO NOT CHARGE FOR ANY OF OUR REFERENCE FUNCTIONS REGARDLESS OF COMPLEXITY. TO RESTATE, THE GOAL OF THE CENTER'S INFORMATION IS TO BE RESPONSIVE

AND TO FACILITATE THE USER'S SEARCH FOR INFORMATION ON FEDERALLY PRODUCED AUDIOVISUAL PRODUCTS. AS THE CENTRAL INFORMATION CLEARINGHOUSE FOR FEDERAL AUDIOVISUAL MATERIALS, THE SERVICE WE OFFER TO THE GENERAL PUBLIC IS COMPREHENSIVE AND EFFICIENT.

NOW TO GET THESE MATERIALS INTO THE USER'S HANDS, WE OFFER THREE DIFFERENT DISTRIBUTION PROGRAMS AND THESE ARE THE SALE, RENTAL, AND FREE LOAN PROGRAMS. WE HAVE NO REGIONAL OUTLETS AND ALL SERVICES ORIGINATE FROM OUR OFFICES IN CAPITOL HEIGHTS, MD. SALES: ALL OF OUR AUDIOVISUAL FORMATS ARE AVAILABLE FOR PURCHASE THROUGH THE CENTER AND PREVIEW PRIOR TO PURCHASE IS OFFERED IN SUPPORT OF THE 16MM SALES PROGRAM. PERHAPS THIS WOULD BE A GOOD TIME TO BRING UP THE TOPIC OF MEDIA CONVERSION IN OUR SALES PROGRAM, SINCE SO MANY OF OUR MATERIALS ARE 16MM AND NOT ALL USERS CHOOSE TO USE THIS FORMAT. WE OFFER MEDIA CONVERSION SERVICE: WE WILL CONVERT ANY 16MM MOTION PICTURE TO 3/4 VIDEO TAPE OR 8MM, IF THAT'S DESIRED. THIS CONVERSION IS FOR SALE ITEMS ONLY. I MIGHT POINT OUT WE SIMPLY AREN'T FUNDED TO DO IT IN THE RENTAL PROGRAM. RENTAL: AT THIS TIME ONLY 16MM IS AVAILABLE FOR RENTAL AND THIS IS BY NO MEANS TO SAY THAT OUR RENTAL PROGRAM IS LIMITED SINCE 80% OF OUR TITLES ARE IN THE 16MM FORMAT.

FREE LOAN: THE THIRD AND FINAL SERVICE PROGRAM IS THE FREE LOAN PROGRAM. FREE-LOAN IS TYPICALLY SPONSORED BY THE PRODUCING AGENCY WHEN THEY WANT TO INSURE MAXIMUM EXPOSURE OF THEIR MATERIALS. THE CENTER IS NO LONGER ACTIVELY IN THE FREE-LOAN BUSINESS ITSELF, HAVING RECOMMENDED THAT AGENCIES SHIFT TO COMMERCIAL DISTRIBUTORS WHO HAVE REGIONAL OFFICES

THAT GIVE THEM A SIGNIFICANT ADVANTAGE IN EFFICIENCY AND THE PRINT TURN-OVER RATES ARE SIGNIFICANTLY HIGHER THAN WE CAN ACHIEVE AND SO THE PRINT UTILIZATION IS FAR MORE EFFECTIVE. WE WILL ASSIST ANY AGENCY IN PURSUING CONTRACTS WITH PRIVATE SECTOR, THAT IS, THOSE FIRMS ON THE BASIC ORDERING AGREEMENT COVERING FREE-LOAN DISTRIBUTION.

THIS CONCLUDES MY FIRST SECTION ON THE SERVICES OF THE NATIONAL AUDIOVISUAL CENTER TO YOU, AS THE USER OF AUDIOVISUAL MATERIALS, AND I EMPHASIZE AGAIN THAT WE ARE TALKING ABOUT SERVICES THAT ARE AVAILABLE TO THOSE IN THE FEDERAL GOVERNMENT AND TO THE GENERAL PUBLIC. OUR DOORS ARE OPEN AND OUR SERVICES ARE FREE.

AS I MENTIONED AT THE OUTSET, MY SECOND APPROACH IN MY EXPLANATION OF THE CENTER'S SERVICES TO YOU WILL BE THAT OF HOW WE CAN SERVE YOU, THE FEDERAL PRODUCER OF AUDIOVISUAL MATERIALS. IT WOULD BE HELPFUL IF I WERE ABLE TO KNOW MORE ABOUT EACH AND EVERY ONE OF YOU AND YOUR SPECIFIC AUDIOVISUAL PRODUCTION REQUIREMENTS AND ACTIVITIES, BUT GIVEN THE EXISTING TIME CONSTRAINTS, I WILL COVER THE FULL RANGE FROM THE IN-HOUSE TRAINING TOOL TO A FULL SCALE PRODUCTION.

THROUGHOUT THE DISCUSSION I WANT TO MAKE THE POINT VERY CLEAR - NO MATTER HOW SMALL YOUR PRODUCTION MAY BE OR HOW LIMITED YOU THINK ITS APPLICATIONS ARE, IN MOST CASES IT IS NOT RESTRICTED IN ITS USES AND THERE GENERALLY EXISTS OTHER AUDIENCES FOR IT, OUTSIDE OF YOUR OWN REQUIREMENTS. THIS IS ONE OF THE REASONS WE WOULD LIKE TO INVITE YOU TO COME TO THE CENTER TO MAKE YOUR PRODUCTION AVAILABLE TO OTHERS WITH SIMILAR, ALTHOUGH, PERHAPS NOT IDENTICAL NEEDS.

WE GENERALLY INDICATE TO PRODUCERS IN THE FEDERAL SECTOR THAT IF THEIR PROGRAMS HAVE A SHELF LIFE OF 6 MONTHS OR LONGER THAT THEY SEEK OUR ASSISTANCE IN POTENTIAL DISTRIBUTION OR AT LEAST TO PROVIDE OUR DATA FILE WITH THE INFORMATION CONCERNING THE PROGRAM. IF YOU DO BRING YOUR PROGRAM TO THE CENTER FOR DISTRIBUTION, WE CAN HAVE QUANTITIES OF THE PROGRAM DUPLICATED FOR YOUR OWN USE AND WE CAN MAKE AVAILABLE TO OTHER TRAINERS AND OTHER SOURCES WHO MAY HAVE TRAINING NEEDS OR INFORMATION NEEDS THAT YOUR PROGRAM SATISFIES. THIS NOT ONLY HELPS MEET YOUR DUPLICATION REQUIREMENTS BUT IT ASSISTS OTHER TRAINERS, THE GENERAL PUBLIC, AND IT CERTAINLY PROVIDES EXPOSURE FOR YOUR AGENCY'S ACTIVITIES. TO PRECLUDE ANY MISUNDERSTANDINGS BEFORE I GET INTO THE SPECIFICS OF WORKING WITH THE CENTER ON THE DISTRIBUTION OF YOUR PROGRAM, LET ME DEFINE PRECISELY WHAT MATERIALS THE CENTER CAN DISTRIBUTE. AS A FEDERAL AGENCY WE CAN ONLY HANDLE THOSE AUDIOVISUAL MATERIALS PRODUCED BY OR FOR THE FEDERAL GOVERNMENT. WE CANNOT HANDLE MATERIALS FUNDED WITH PARTIAL FEDERAL MONIES, NOR MATERIALS FOR WHICH FULL RELEASES HAVE NOT BEEN OBTAINED, NOR IS THE CENTER IN A POSITION TO PAY ROYALTIES OR USE MONIES.

WITH THAT STATED, LET ME GO THROUGH SOME OF THE STEPS THAT A FEDERAL PRODUCER, OF AN AUDIOVISUAL PRODUCT, WOULD GO THROUGH IN USING THE CENTER'S DISTRIBUTION CAPABILITIES. NOW THE FIRST STEPS TYPICALLY WOULD NOT ACTUALLY INVOLVE THE CENTER BUT I WILL INCLUDE THEM TO PUT THE WHOLE PRODUCTION PROCESS, IN PERSPECTIVE. ONCE YOU HAVE DETERMINED THAT YOU HAVE AN INFORMATION OR TRAINING NEED THAT CAN BE BEST MET WITH AN AUDIOVISUAL PRODUCT, THE CENTER'S SERVICES CAN BE USED TO DETERMINE IF AN EXISTING MATERIAL CAN MEET YOUR INFORMATION OR TRAINING REQUIREMENT.

THIS IS WHERE THE CENTER'S REFERENCE STAFF CAN ASSIST YOU BY SEARCHING OUR EXISTING DATA FILE AND PROVIDING YOU WITH POTENTIAL MATERIALS FOR YOUR EXAMINATION. SHOULD YOU FIND NOTHING THAT MEETS YOUR NEEDS IN OUR DATA FILE OR NOTHING THAT WITH MINOR ADAPTATIONS COULD MEET YOUR NEEDS, THEN OF COURSE YOU COULD GO INTO PRODUCTION.

WHEN YOU'RE INVOLVED WITH PRE-PRODUCTION PLANNING, THE DESIGN DECISIONS, THE AUDIENCE DETERMINATIONS, DISTRIBUTION PLANNING, BUDGET ALLOCATIONS, DISTRIBUTION FUNDING - ALL THE THINGS THAT HAVE TO BE DONE AT THE OUTSET, THIS IS THE TIME TO APPROACH THE CENTER. WE HAVE STAFF WITH EXPERTISE IN THESE AREAS THAT CAN COUNSEL YOU ON HOW TO GET THE MOST OUT OF YOUR PRODUCTION, THE PITFALLS TO AVOID IN PRODUCTION CONTRACTS, THE NECESSARY GOVERNMENT PROCEDURES, THE STRUCTURE AND DECISIONS YOU NEED FOR DISTRIBUTION PLANNING AND FUNDING. I WOULD WANT TO POINT OUT VERY CLEARLY AT THIS POINT THAT THE CENTER IN NO WAY CONTROLS CONTENT OR THE RIGHT TO PRODUCE. WE SIMPLE PROVIDE INFORMATION WHERE WE CAN, AND FUNCTION STRICTLY AS A RESOURCE.

I CAN'T STRESS ENOUGH THAT AT THIS PERIOD OF PRODUCTION PLANNING, THIS IS THE MOST APPROPRIATE TIME TO INCLUDE THE CENTER IN YOUR PROGRAM. WE HAVE SEEN FAR TOO MANY WELL-PRODUCED PROGRAMS, COSTLY TO THE AGENCY AND TO THE TAXPAYER, SITTING IDLE ON THE SHELF FOR LACK OF DISTRIBUTION FUNDS TO GET THE MESSAGE OUT TO THE PUBLIC. ALSO LET ME EMPHASIZE THE NEED TO INCLUDE DISTRIBUTION FUNDING AS A PORTION OF YOUR LINE ITEMS IN YOUR BUDGET BREAKDOWN. I'M NOT TRYING TO INDICATE HERE, THAT ALL PROGRAMS SHOULD BE PUBLICALLY DISTRIBUTED. IF YOU WANT IT DISTRIBUTED WE'RE CERTAINLY THE ONES TO HELP YOU TO DO IT. IF YOU THINK YOU MAY WANT IT DISTRIBUTED, WE'RE THE ONES TO SEE.

IN ANY EVENT, WE'D APPRECIATE RECEIVING THE INFORMATION ON YOUR PRODUCTION AND I'LL TELL YOU HOW TO DO THAT A LITTLE LATER. TO MAKE THE NECESSARY DISTRIBUTION DECISIONS IN YOUR PRE-PRODUCTION PLANNING, YOU NEED TO KNOW, OF COURSE, YOUR AUDIENCE, WHAT DISTRIBUTION ALTERNATIVES EXIST AND YOUR BUDGETARY CONSTRAINTS. KEEP IN MIND THAT THE CENTER CAN SHARE IN DISTRIBUTION COSTS AND IN SOME CASES FULLY FUND DISTRIBUTION.

WE GET PEOPLE WHO SAY, DON'T WORRY ABOUT DISTRIBUTION UNTIL YOU HAVE THE PRODUCT. BUT YOU DO NEED TO WORRY ABOUT IT AS EARLY AS POSSIBLE. IN LARGE PART, THE FORMAT AND COMPONENTS OF YOUR PRODUCT DEPEND ON YOUR AUDIENCE AND HOW YOU'RE GOING TO GET IT TO THEM.

AS I MENTIONED, THERE ARE 3 METHODS OF DISTRIBUTION: FREE-LOAN, RENTAL, AND SALE. FREE LOAN: IN FREE LOAN PROGRAMS, THE MATERIALS ARE PROVIDED FREE TO THE PUBLIC ON A REQUEST OR SUBSCRIPTION BASIS. YOUR AGENCY IS CHARGED A PER BOOKING FEE BY THE DISTRIBUTOR. FREE-LOAN IS A VERY POPULAR MEANS OF DISTRIBUTION, AND HEAVILY USED BY PUBLIC AFFAIRS AND PROJECT OFFICERS WHO WANT A MAXIMUM EXPOSURE OF THEIR PROGRAMS TO THE GENERAL PUBLIC. BECAUSE OF THE AVAILABILITY OF INSPECTION DEVICES THE FREE-LOAN LENDS ITSELF 16MM. BECAUSE OF INSPECTION PROBLEMS, VTR TAPES AND KITS ARE NOT APPROPRIATE. WE CAN GIVE YOU SPECIFIC INFORMATION ON FREE-LOAN PROGRAMS IF YOU DESIRE.

RENTAL FROM THE PRODUCERS POINT OF VIEW: AN ALTERNATIVE, IF FUNDING IS NOT AVAILABLE FOR FREE-LOAN, OF COURSE, IS OUR RENTAL PROGRAM. AS WITH FREE-LOAN PROGRAMS, WE ARE LIMITED BY THE REQUIREMENTS OF INSPECTION AND CLEANING FOR RE-USE, AND CURRENTLY USE ONLY 16MM MOTION PICTURES

FOR PLACEMENT IN THE CENTER'S RENTAL PROGRAM. IN A RENTAL PROGRAM, THE COSTS ARE NOT COVERED BY YOUR AGENCY BUT BY A MODERATE RENTAL FEE WHICH THE CUSTOMER PAYS TO THE CENTER. THE RENTAL PROGRAM CAN BE USED TO MAKE DISCONTINUED FREE-LOAN PROGRAMS AVAILABLE INDEFINITELY AND IS USED BY MANY AGENCIES IN THIS WAY AND AT THE MOMENT IS OUR FASTEST GROWING PROGRAM.

SALES FROM THE PRODUCERS POINT OF VIEW: THE SALES PROGRAM, OF COURSE, INVOLVES OUTRIGHT SALE OF MATERIAL TO THE USER. IT INVOLVES A GREAT VARIETY OF MEDIA FORMATS. NO MATTER WHETHER YOU SPONSOR A FREE-LOAN OR A RENTAL, A SALE PROGRAM SHOULD BE USED AS A BACK-UP FOR THOSE INDIVIDUALS OR INSTITUTIONS THAT CHOOSE TO RETAIN A COPY. TO SPONSOR A SALES PROGRAM THERE IS NO CHARGE TO THE AGENCY; SIMPLY THE PROVISION TO THE CENTER, ON A LETTER OF AUTHORIZATION, GUARANTEEING FULL CLEARANCE AND THE AVAILABILITY OF PRINTING MASTERS. ITEMS SOLD THROUGH THE CENTER ARE PRICED ONLY TO COVER OUR ADMINISTRATIVE COSTS. WE ARE ABLE TO PROVIDE INSTRUCTIONAL AND INFORMATIONAL MATERIALS TO THE PUBLIC, AND OTHER FEDERAL AGENCIES, AT A RELATIVELY INEXPENSIVE PRICE SINCE THE CENTER DOES NOT HAVE TO AMORTIZE PRODUCTION COSTS.

THAT COVERS OUR 3 DISTRIBUTION PROGRAMS. AS I MENTIONED EARLIER, A LOT OF THE DISTRIBUTION DECISION DEPENDS ON YOUR AUDIENCE, THEIR WILLINGNESS OR ABILITY TO PAY, YOUR FUNDS, FREE LOAN VS. RENTAL, AND OF COURSE, THE FORMAT OF THE PROGRAM. THE ACTUAL LOGISTICS OF WORKING WITH THE NATIONAL AUDIOVISUAL CENTER ARE REALLY VERY SIMPLE AND ARE ARRANGED THROUGH THE CENTER'S ACQUISITION STAFF. THIS STAFF IS THE LIAISON

BETWEEN THE NATIONAL AUDIOVISUAL CENTER AND ALL FEDERAL AGENCIES. THEY ARE THE FIRST POINT OF CONTACT, AND CAN EXPLAIN THE CENTER'S DISTRIBUTION PROGRAMS AND SERVICES, AND CAN PROVIDE THE NECESSARY TECHNICAL ASSISTANCE REQUIRED, IN YOUR PRODUCTION AND DISTRIBUTION DECISION MAKING.

IN ADDITION, THEY ARE THE AGREEMENT NEGOTIATORS FOR THE CENTER AND MAKE ALL THE NECESSARY ARRANGEMENTS FOR THE TRANSFER OF AUDIOVISUAL MATERIALS IN YOUR PRODUCTION PROGRAM INTO OUR DISTRIBUTION PROGRAM. AN ADDITIONAL AND CRITICAL SERVICE PROVIDED BY THE CENTER IS THE SERVICE OFFERED BY THE CENTER'S MARKETING STAFF.

AS A MATTER OF COURSE, WHEN YOUR AUDIOVISUAL PROGRAM IS PLACED IN OUR DISTRIBUTION PROGRAM, IT WILL BE INCLUDED IN OUR MASTER DATA FILE ON FEDERAL AUDIOVISUAL MATERIALS AND WILL BE LISTED IN OUR CATALOG AND INCLUDED IN SELECTED FILMOGRAPHIES WE HAVE DEVELOPED IN RESPONSE TO REFERENCE INQUIRIES. YOUR PROGRAM WILL GENERALLY RECEIVE EXPOSURE THROUGH THE CENTER'S ATTENDANCE AS AN EXHIBITOR AT VARIOUS PROFESSIONAL MEETINGS. HOWEVER, IF YOU WISH TO HAVE A MORE SELECTIVE AND INTENSIVE PROMOTION FOR YOUR MATERIAL, THE CENTER'S MARKETING STAFF IS THERE TO HELP YOU. THEY CAN MEET WITH YOU DURING YOUR CRITICAL PRE-PRODUCTION PLANNING STAGE AND ASSIST WITH THE MARKETING DECISIONS THAT NEED TO BE MADE AT THE TIME. TRADITIONALLY WE HAVE FOUND IT MOST USEFUL AT THE OUTSET FOR THE AGENCY PROJECT OFFICERS TO MEET WITH MEMBERS FROM THE CENTER'S ACQUISITION STAFF, THE MARKETING STAFF AND JOINTLY COME TO DECISIONS ON THE DISTRIBUTION AND MARKETING PROGRAM. THE EXTENT OF ANY PROMOTIONAL CAMPAIGN IS UP TO YOU. IT CAN BE AS LIMITED AS ADVERTISING

THE MATERIAL WITHIN YOUR OWN AGENCY, TO AS BROAD AS A FULL FLEDGED NATIONWIDE CAMPAIGN. THE MEANS OF PROMOTION YOUR MATERIAL CAN RANGE FROM A DIRECT MAIL CAMPAIGN TO SPACE ADVERTISEMENTS, ON-SITE DEMONSTRATIONS, ARTICLES, PARTICIPATION IN FEDERAL FESTIVALS, OR ANY COMBINATIONS.

TO RECAP, THE AGENCY SERVES AS A CONTENT SPECIALIST, THE PRODUCTION SPECIALIST, YOU PERCEIVE THE NEED FOR INFORMATION AND PRODUCE A PRODUCT TO SERVE THAT NEED.

THE CENTER SERVES AS A DISTRIBUTION SPECIALIST, THE VEHICLE THAT INSURES THE AUDIENCE CAN OBTAIN THE MATERIAL.

FOR EACH SPONSORING AGENCY TO BE ABLE TO DETERMINE THE SUCCESS OF THEIR AUDIOVISUAL PROGRAM, THE CENTER PROVIDES UTILIZATION REPORTS WHICH INDICATE THE USAGE, BY NUMBER OF TRANSACTIONS AND AUDIENCE BREAKDOWNS FOR EACH OF THEIR PROGRAMS. THIS SERVICE CAN BE CUSTOMIZED ON A REIMBURSABLE BASIS TO SERVE SPECIFIC NEEDS TO ALLOW AN AGENCY TO MAKE ASSESSMENTS OF AUDIENCE TYPES.

NOW I'VE TOLD YOU WHAT THE CENTER DOES AND SPECIFICALLY WHAT WE CAN DO FOR YOU.

HOWEVER, IT'S BEEN MY EXPERIENCE THAT THERE ARE AREAS THAT PEOPLE MISTAKENLY THINK THE CENTER IS INVOLVED IN. NOW LET ME BRIEFLY OUTLINE SOME OF THE AREAS OF SERVICES THAT WE DO NOT PROVIDE.

1. WE DO NOT MAINTAIN SCRIPTS, ONLY HANDLE COMPLETED PRODUCTIONS.
2. WE HANDLE NO STOCK FOOTAGE AT ALL.

3. WE'RE NOT AN ARCHIVAL CENTER. THE NATIONAL ARCHIVES MAINTAINS AN AUDIOVISUAL DEPARTMENT THAT IS THERE TO RECEIVE FEDERALLY PRODUCED AND PRIVATELY PRODUCED AUDIOVISUAL ITEMS, THAT REFLECT PERIODS OF AMERICAN HISTORY. OUR FUNCTION IS THE DISTRIBUTION OF CURRENT TITLES.
4. WE ARE NOT A LONG-TERM DISTRIBUTION CENTER. WE ARE LIBERAL IN OUR DISTRIBUTION TIME BUT OUR MATERIALS DO HAVE A LIFE SPAN THAT IS BASED ON PUBLIC DEMAND. AT THE END OF THE PROGRAM'S LIFE SPAN, THE MATERIAL IS FIRST OFFERED BACK TO THE SPONSOR, THAT IS, THE AGENCY THAT ORIGINALLY PRODUCED THE MATERIAL AND THEN, OF COURSE, TO THE NATIONAL ARCHIVES.
5. WE DO NOT PRODUCE ANY MATERIALS WHATEVER. LET ME REITERATE THAT WE ARE SERVICE ORIENTED, AND WE ARE HERE TO DISTRIBUTE YOUR MATERIALS, TO SEE THAT THE USER IS AWARE OF THEM, TO DO ALL WE CAN TO BE A RESPONSIBLE ORGANIZATION TO FACILITATE THE USE OF YOUR PRODUCT.

LET ME FOR THE NEXT FEW MINUTES GIVE YOU MY FEELING AND INTERPRETATION OF THE CURRENT STATE OF FEDERAL AUDIOVISUAL POLICY. I WILL DISCUSS SOME OF THE AREAS AND GIVE YOU MY OPINION. BECAUSE OF THE CENTER'S POSITION IN THE FEDERAL AUDIOVISUAL COMMUNITY, IT IS VERY NECESSARY THAT WE KEEP ABREAST OF FEDERAL AUDIOVISUAL POLICY AND WE PROVIDE MUCH OF THE INPUT TO THE CREATION OF VARIOUS POLICIES. THE AREA IS IN A CONSTANT STATE OF FLUX SO WHAT I TELL YOU TODAY MAY VERY WELL BE DIFFERENT TOMORROW BUT CERTAINLY I CAN GIVE YOU AN IDEA OF THE CURRENT STATE OF THINKING.

UNDER EQUIPMENT STANDARDIZATION THE FEDERAL AUDIOVISUAL COMMITTEE WILL IDENTIFY GOVERNMENT HARDWARE STANDARDS THAT MANUFACTURERS WILL BE REQUIRED TO MEET WHEN THEY PRODUCE PRODUCTS FOR THE FEDERAL GOVERNMENT. THESE STANDARDS WILL BE AVAILABLE AND PUBLICIZED TO ENSURE THAT

MANUFACTURERS SELL EQUIPMENT THAT IS COMPATIBLE WITH OTHER MANUFACTURERS. MR. HERBERT HARBECK OF THE FEDERAL SUPPLY SERVICE IS CHAIRMAN OF THIS PROJECT.

UNDER FILM PRODUCTION, WORK IS BEING DONE TO DEVELOP A PLAN OF ACTION AND FINAL RECOMMENDATIONS FOR METHODS OF CONTRACTING FOR PRODUCTION. THE DEPARTMENT OF DEFENSE IS CURRENTLY PREPARING THE INITIAL REPORT FOR THE COMMITTEE TO REVIEW. THE INTENT WILL BE TO PROVIDE A FORM OF CONTROL FOR AGENCIES TO GO INTO FILM PRODUCTION USING A PRE-EXISTING PRICE SCHEDULE FOR STANDARD FILM PRODUCTION ACTIVITIES. QUESTIONS SHOULD BE ADDRESSED TO MR. JOHN BATTAN, FEDERAL SUPPLY SERVICE, GSA.

USE OF GOVERNMENT EMPLOYEES AS ACTORS - THE CURRENT DETERMINATION IS THAT FEDERAL EMPLOYEES CAN PERFORM AS ACTORS ONLY WHEN THEIR PERFORMANCE IS ENTIRELY CONSISTENT WITH THEIR NORMAL WORK ROLES WITHIN THEIR NORMAL WORK OPERATIONS. THAT IS, YOU CAN'T SHIFT THEM AROUND AND THEY CANNOT IN FACT, PERFORM IN ROLES THAT WOULD NOT BE EXACTLY CONSISTENT WITH THEIR NORMAL WORK ACTIVITY.

PLACEMENT OF PRE-PRINT MATERIALS - THIS IS THE FEDERAL MANAGEMENT NOTICE WHICH IS HOPEFULLY DUE OUT WITHIN THE NEXT 60 DAYS WHICH WILL INDICATE TO THE FEDERAL AGENCIES THE NECESSITY TO ADVISE THE NATIONAL AUDIOVISUAL CENTER, OF THE CREATION OF COMPLETED PRODUCTIONS AND WILL ALSO REQUIRE THE FEDERAL AGENCIES TO NOTIFY THE NATIONAL AUDIOVISUAL CENTER OF THE BEGINNING OF ANY PRODUCTION SO THAT WE CAN WORK TOWARDS THE ELIMINATION OF DUPLICATE EFFORTS. THIS FEDERAL MANAGEMENT NOTICE MAKES THE SPECIFIC THRUST TOWARDS AVOIDING THE DUPLICATION OF EFFORT AND ASSURING THAT THE NATIONAL AUDIOVISUAL CENTER CAN MAKE MATERIALS

AVAILABLE FOR SALE TO THE GENERAL PUBLIC; TO THE TAXPAYERS. AND NOW, WE HAVE THE CREATION OF THE COMMON DATA FILE WHICH I MENTIONED EARLIER. THE NATIONAL AUDIOVISUAL CENTER IS CHARGED WITH THE RESPONSIBILITY FOR THE DESIGN AND CREATION OF A COMMON DATA FILE THAT WILL SERVE THE NEED OF THE FEDERAL AGENCIES IN SEARCHING FOR MATERIALS, OR INTRA-FEDERAL AGENCY USE AND ALSO FOR THE GENERAL PUBLIC TO SEARCH FOR MATERIALS THAT THEY MAY WISH TO MAKE AVAILABLE TO THEMSELVES. IN ADDITION TO THE COMMON DATA FILE, THE NATIONAL AUDIOVISUAL CENTER IS ALSO CHARGED WITH THE RESPONSIBILITY OF CREATING A COMMON INDEXING SCHEME FOR ALL AUDIOVISUAL CATALOGS WITHIN THE GOVERNMENT. WE ARE TO SET STANDARDS AS TO METHODS OF SEARCH AND FORMATTING FOR CATALOGS SO THAT THERE WILL BE CONSISTENCY WITHIN THE FEDERAL SECTOR IN THE CATALOGING OF OUR AUDIOVISUAL PRODUCTS.

THE CREATION OF THE CENTER AND ITS CONTINUED EXISTENCE DOES NOT PRECLUDE AN AGENCY FROM CONTINUING TO PRODUCE THEIR OWN MATERIALS, PUBLISHING THEIR OWN CATALOGS, AND DISTRIBUTING THEIR PRODUCTS DIRECTLY.